

# Trends shaping innovations in the aerosol market

**New hygiene regimes and sustainability commitments are helping to shape the aerosol market. Norbert Piotrowski of Aerosol Service Poland explains the thinking behind the company's latest hygiene innovations**

**P**ersonal care and cleaning product volumes continue to grow globally; this is driven by consumers' changing lifestyles and the adoption of new hygiene routines. A large group of these products is aerosols, the importance of which is still growing due to of the multitude of possibilities they offer.

It can be observed that the trend toward greater portability and affordability has led to a rising demand for smaller packaging sizes. In addition, sustainability and functionality are also becoming key purchasing criteria. Moreover, 2020 has changed everything and it is very possible that new habits we learned during the global pandemic will stay with us forever. For this reason, product innovation will play an essential role in responding to customers' evolving needs.

## Hygiene and functionality above all

The beauty and personal care market products are expected to continue to increase globally. In developing markets

consumers see their disposable incomes growing and as a result, change their hygiene routines, as they can afford new beauty products and formats. This primarily concerns essential toiletries, such as shower gels and foams, hair care, and skin care



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products. Consumers are looking for new ways to save time, choosing products with more functional packaging that offer, for example, new ways of dispensing.

A great example of innovation that fits in with these trends is ACTUO. Aerosol Service Poland's product was recently chosen as the winner of the FEA Global Awards 2020 in the Product Design category. It was also presented at the end of January 2020 at the ADF show in Paris and won a certificate in the category Personal Care – Aerosols.

ACTUO is the first aerosol actuator that can be easily operated using only one hand – without having to hold the aerosol can. When using standard applicators to apply the product filled in the aerosol can, consumers must use both hands. Application of the product onto one hand requires gripping the can, tilting or turning it upside down and pressing the applicator with the other hand. With ACTUO you can apply the product on the same hand, which you press the applicator with. This unique design makes product application easier and helps to keep the product clean and more hygienic.

Limited contact with the applicator minimises the risk of spreading germs, especially important when taking care of children, elderly or disabled. It can be used for a variety of products in the form of mousse, foam, or gel, especially for cosmetic and personal care products.



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ACTUO one-handed actuator

The FEA Global Awards jury said: “ACTUO showcases a nice and modern design which allows it to actuate a variety of products in a new movement using one hand, without fingers or palm contact. It combines differentiation, hygiene, and user’s new experience.”

**Good things come in small packages**

Since people have become more mobile, the demand for portable products that can accompany daily activities on the go has increased. In addition, youngsters seek new products and support the growing demand for personal care products in smaller size. Due to the lower price of mini format products consumers have an opportunity to check whether the product meets their needs and then decide if they want to explore other products from the brand’s range. On the one hand, the regulations imposed by airports have increased the demand for travel sizes toiletries; on the other hand, we live in an open-minded society, where consumers want to contribute to the environment. Therefore, environmentally friendly products and a sustainable future nowadays shape the global corporate landscape.

**LESSO is more**

Aerosol Service Poland has recently presented a product that fits perfectly with the principle of “less is more”. LESSO is a dose applicator designed for compressed & bag-on-valve (BoV) aerosols. Its main purpose is to teach the consumer how to use the product consciously. We don’t have to spray a lot, because one dose is enough.

Using LESSO is very simple – by pressing with the finger on one of its sides, the applicator will twist, and a specially-designed applicator will temporarily open the valve and dose the product outside the can. LESSO does not require the use of any additional caps. It can be put it in a collective box, tray, or display without any additional protection, because the top press will not release the product.

LESSO complements the idea of compressed aerosols, which assumes



**ACTUO is the first aerosol actuator that can be easily operated using only one hand – without having to hold the aerosol can”**

that smaller products last for the same time as larger-volumes and makes them more sustainable. Less gas and a smaller packaging size reduce carbon footprint and make this product environmentally friendly. Moreover, LESSO is also the first solution which can dose the product packaged using BoV technology.

In an ever more competitive environment where consumers are increasingly demanding and trends are constantly changing, innovation will be crucial to sustain growth. A new approach to product design is, therefore, essential to keep pace with the challenges. One must answer the question – which other trends will the aerosol industry have to face in the near future?

**For more information:**

Visit: [actuo.pl](http://actuo.pl), [lesso.pl](http://lesso.pl) and [aerosol.pl](http://aerosol.pl)



LESSO dosing applicator